

DOE BOOTH KICKOFF TELECON - AGENDA

1. Team introduction and welcome.
 - Brief roundtable of each person's past SC booth experience and interests
2. Email list for communications
 - SC13DOEbooth@email.ornl.gov – Send Becky Verastegui any additions/changes (verasteguirj@ornl.gov)
3. Booth contractor and procurement
 - Jon Bashor - update everyone on where things stand currently
4. Booth design
 - Review SC11 Berkeley booth design as starting point
 - Points mentioned in the DOE waiver request:
 - The proposal by the labs is to stage a single 50x40 foot booth using existing infrastructure as much as possible.
 - Planning committee unanimously agreed to use the open, flexible booth design used by Berkeley Lab.
 - By using primarily rented infrastructure, LBNL has developed an innovative layout that includes posters, demonstrations, and most successfully, opportunities for conference attendees to join scheduled roundtable conversations with noted LBNL staff members.
 - Each lab will be represented on the planning committee, with the organizational leads being Argonne, Lawrence Berkeley and Oak Ridge.
 - Each lab will contribute its expertise in staging a cost-effective booth and budgeting will be an integral part of the process. It is expected that the total cost of organizing and staging the booth will be about \$225,000.
 - Main functional areas?
 - Collaboration tables/chairs
 - Wall displays for graphics, posters
 - Wall display for labs' and DOE logos
 - Reception desk
 - Flat panel displays, touch screens?
 - 3D HDTV?
 - Demo station(s)
 - Literature stand(s)
 - Your experience / other ideas on what works well?
5. Booth focus / theme
 - Points mentioned in the DOE waiver request:
 - A unified booth highlighting the world-class facilities and research funded by DOE
 - Focus on broader research areas rather than a collection of small individual displays from each lab. We believe this will better reflect the scope of DOE's contributions to HPC, computational science applications, computer science and applied mathematics, which are unparalleled in the global research community.
 - This approach will require the organizers to be more selective in the displays, demonstrations and presentations featured in the booth, but this is also expected to produce the strongest

possible representation of our work, a "greatest hits" package. In short, this booth will aim to tell a cohesive story about the strength of DOE computing programs.

- Develop ideas for an overall booth theme(s) and build content around that? For example:
 - Simulation & Modeling
 - Big data
 - Path to Exascale
 - Contributions to HPC, science, security
 - Ideas/brainstorming - revisit at future telecon after time to think about it?

6. Booth content

- Scheduled/featured collaboration speakers?
- Open collaboration area(s)?
- Demos?
- Graphics?
- Simulations on computer/TV screens?
- Booth schedule display?

7. Participation - who and what will we be showing in the booth

- Ties in with booth theme/focus area(s) and booth content
- Leads from each lab will work within their lab to recruit participation
- Need one person from our team to coordinate between all lab leads
- Ideas?

8. Website for team and participants

- Would it be useful to have a website where the planning team and booth participants can go for information, posting communications, booth designs, booth schedules, events, etc?
- Example: <https://asc.llnl.gov/sc/sc11/index.php>

9. Roles / Responsibilities

- Booth lead(s) - oversee and coordinate all booth activities, interface to SC conference/committees, chief nag(s), organize telecons, etc.
- Procurement, booth contractor and contract- authority for booth costs, purchases, vendor interface
- Budget
- Booth Design - decide on physical composition of booth and its components. Selected people or whole team?
- Participation - recruit speakers, simulations, demos, collaborations. All leads should do this for their lab, plus we need one volunteer to coordinate between all lab leads and to produce the final schedule for booth participants.
- Communications - graphics, PR, video production, printed materials
- Booth setup and takedown activities
- Support for booth participants - technical and logistical
- Electric
- Networking & SCinet
- Computer equipment, displays, etc.
- Website
- Booth Duty & Reception Desk - multiple people

- Booth Logistics - oversee booth duty schedule, contact lists, reception desk activities
- Booth Registrations
- Shipping
- Misc - booth shirts? giveaways?

10. Timeline/dates for important activities (ongoing)

- Begin regular telecons
- Fill all important roles/responsibilities
- Finalize booth contract
- Finalize booth design, electric, network, computer requirements
- Website available
- Identify and begin recruiting booth participants, simulations, posters, demos, etc.
- Identify and begin communications activities
- Reviews and final decisions on booth graphics, movies, sims, demos, posters, etc.
- Draft final booth schedules and publish/distribute
- Shipping arrangements completed
- At show activities (later)

11. Housing allotments, meeting room(s)

- Everyone on their own?
- Budget is based on government per diem rates

12. Future telecons

- Frequency and regular time slot